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More Light





Copyright, 1917
By U. S. Gutta Percha Paint Co.
Providence, R. I.



PHOTOGRAPH BY COURTESY OF HYATT ROLLER BEARING CO

The well-lighted plant is the
 “Barreled Sunlight” plant.




Reg. U. S. Pat. Off.

*Rice's — The original and standard “Mill White.” The only
 oil paint with a glossy tile-like finish.*

U. S. GUTTA PERCHA PAINT CO.

Originators of the “Mill White Idea”

PROVIDENCE, R. I.



The value and necessity of daylight

It is not a question to-day as to whether light is desirable in industrial plants. It is rather a question of how to get the most of it.


Eminent authorities have gone on record as to the cost of poor light — the material destroyed because of it, the terrible toll of lives each year from accidents due to poor light.

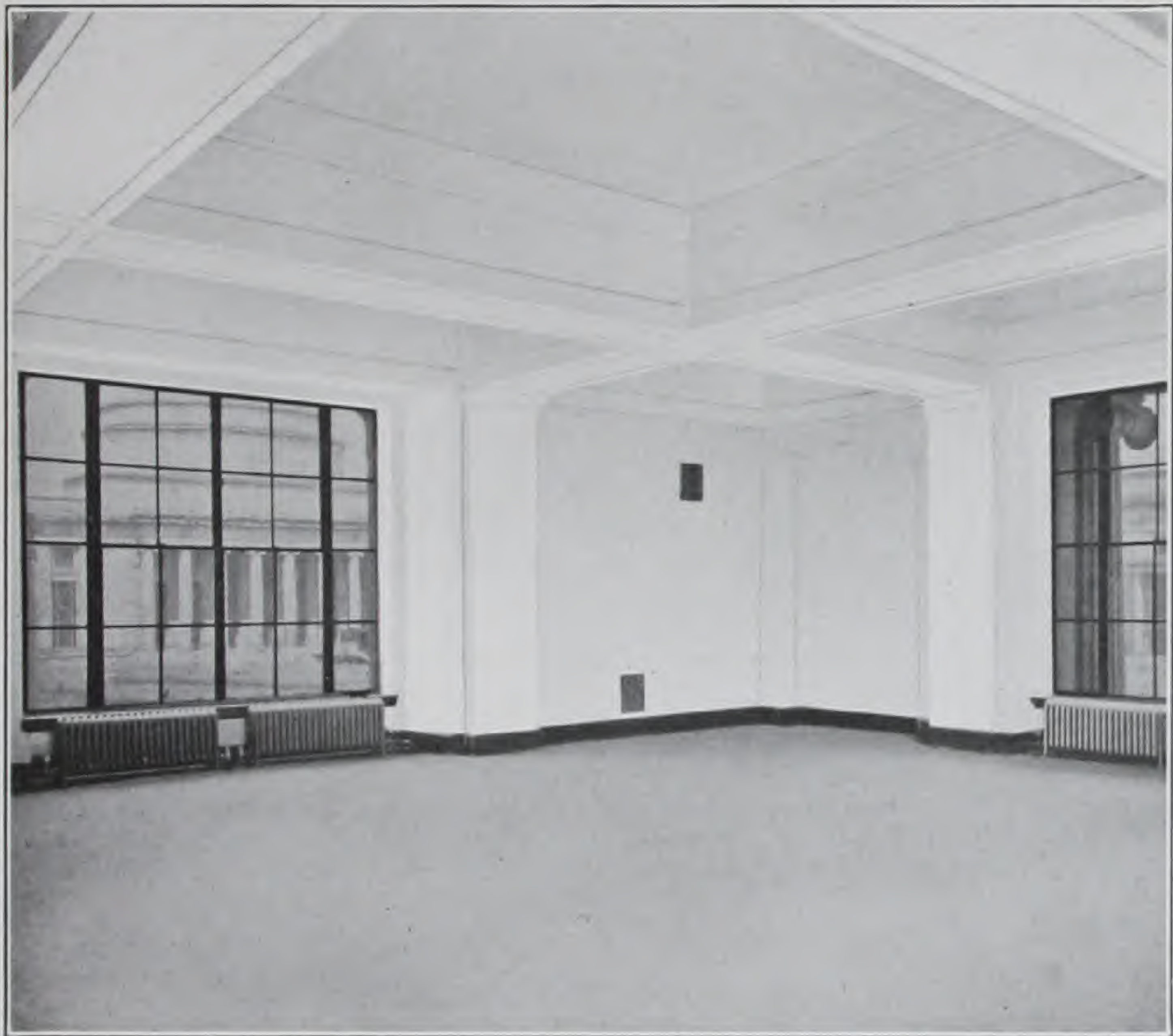
Daylight illumination, on the other hand, tends to improve shop conditions in many ways. Good light is as essential as modern machinery. It inspires the workman to his utmost. It makes for alertness, cheerfulness and contentment, and greatly reduces the percentage of defective work. Again, in many lines of industry, food preparing plants, for instance, the sanitary effect of light upon the product is an important factor. Where there is good light there will be cleanliness.

The question is how to make the most of daylight in your plant

Sunlight, while obviously the cheapest, is also the best light — and the easiest on the eyes.

Windows merely permit the entrance of light. To carry daylight the longest distance from the windows, it is necessary to have a white paint of the highest reflecting power. Then the light will be reflected down onto the machinery and working force where it is needed.





PHOTOGRAPH BY COURTESY OF STONE & WEBSTER ENGINEERING CORPORATION

"GOOD ENOUGH FOR TECH, GOOD ENOUGH FOR ME"—writes a prominent manufacturer. Ten thousand gallons of "Barreled Sunlight" were specified by the engineers for all the inside concrete and brick of the new Massachusetts Institute of Technology buildings. What higher tribute could be paid a product than that it should be selected by the world's greatest technical institution for use in its own buildings?

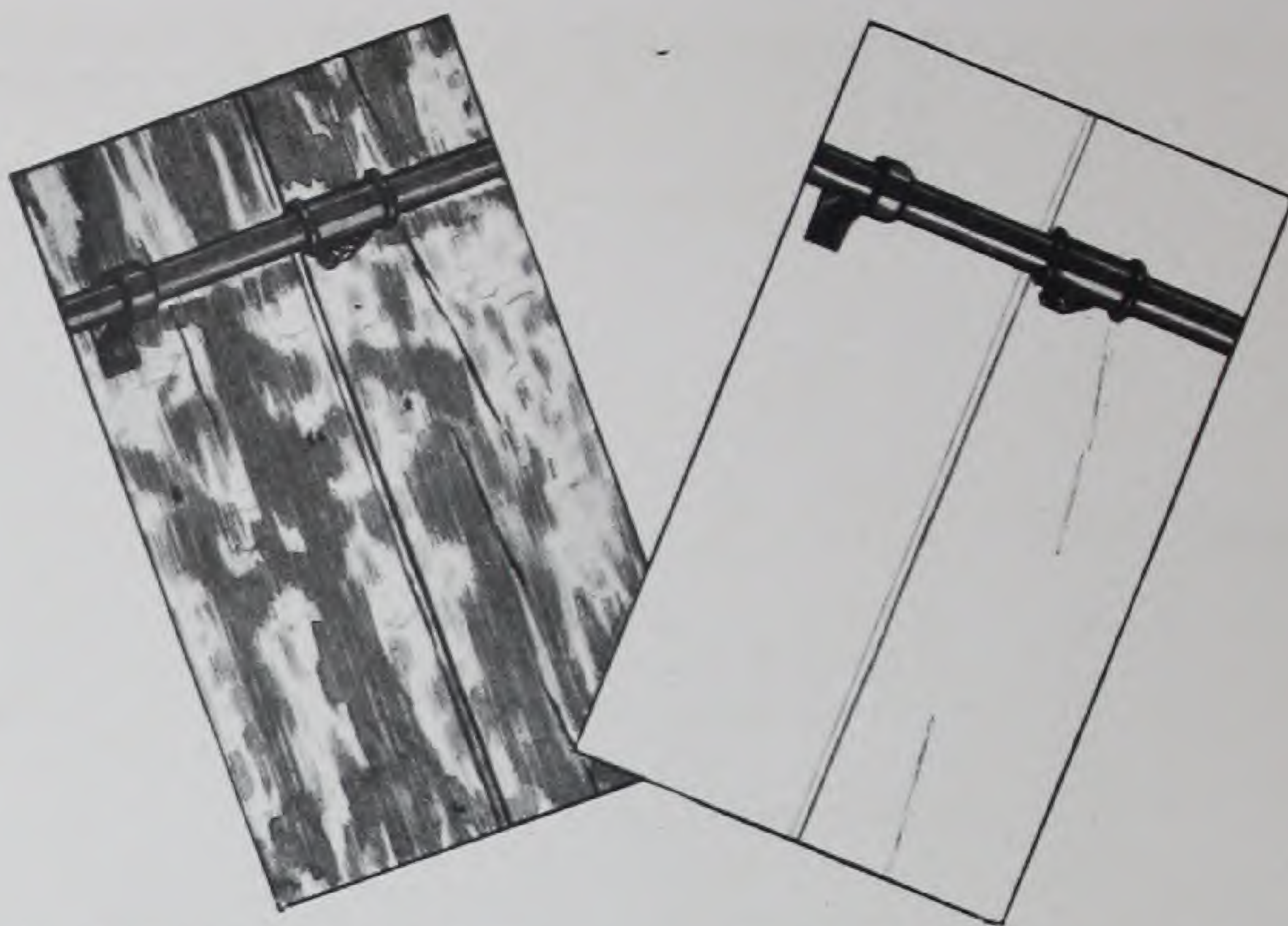


In the March 1916 "Engineering Magazine," Mr. O. M. Becker, in emphasizing the necessity of good light, and particularly daylight, wrote:

"In order to get the full advantage of good lighting, it is desirable that the interiors of buildings be painted white. This serves the double purpose of aiding the dispersion of light and of indicating the relative slovenliness or cleanliness of the place."



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The board on the left shows what happens when you use a cold-water paint on ceilings and walls. It flakes and scales off with the jar of machinery and soon needs costly repainting.

On the right the same board is shown, the old cold-water paint having been covered with "Barreled Sunlight"—Rice's Gloss Mill White.

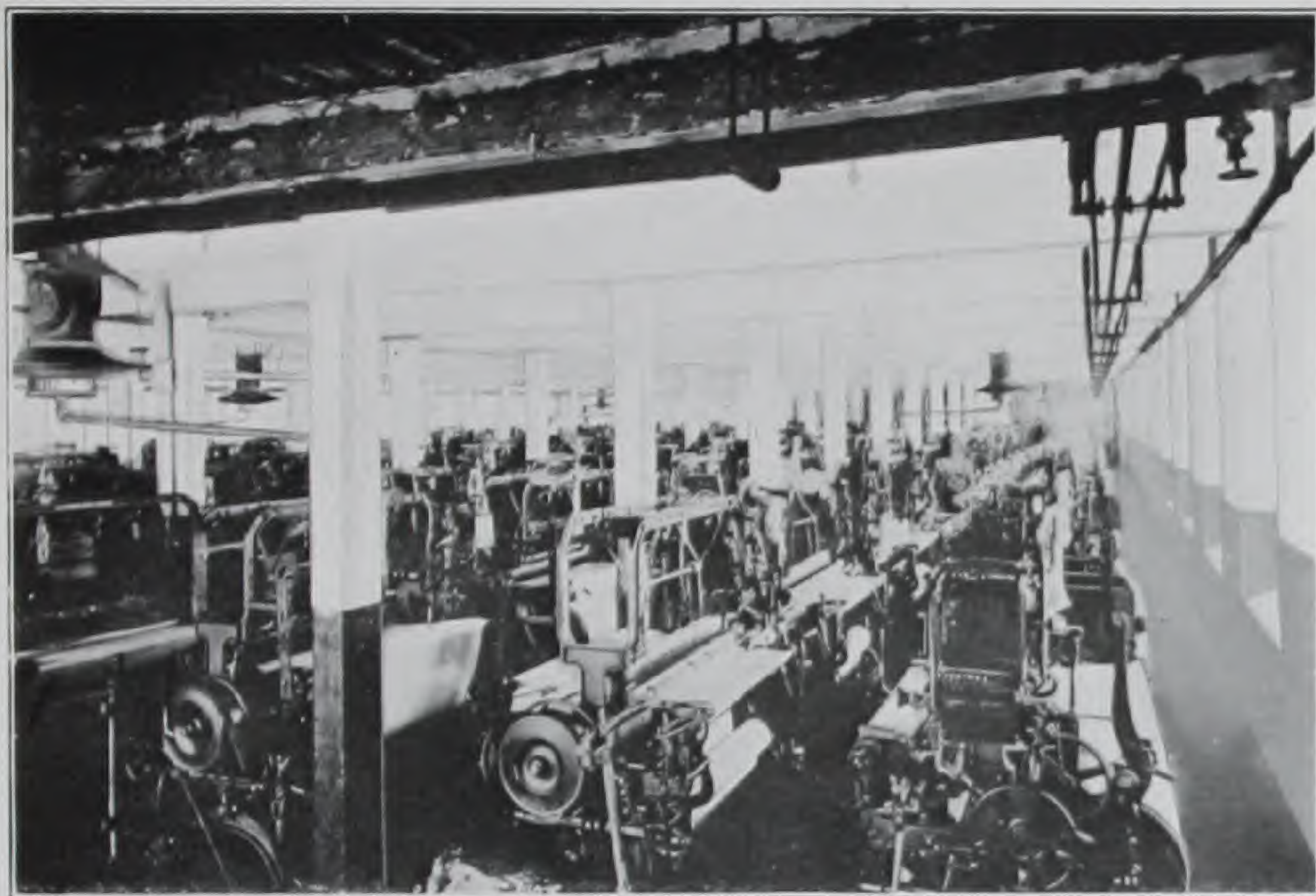


Scientific Development of treatment of ceilings and walls

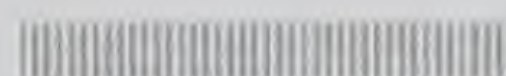
For a long time whitewash and cold-water paint were used on the interiors of mills, but the flaking and scaling of ceilings and walls coated with cold-water paint was annoying and expensive, since the dust injured both machinery and products.

The inconsistency of erecting buildings at great cost and then coating the interiors with materials which neither can be satisfactorily re-coated nor permanently retained on the surface, is obvious.

The breaking away from all established formulas and methods of manufacturing paint, the discovery of a "vehicle" that would combine with a non-poisonous pigment to form a practically imperishable surface that would measure up to the other high standards of efficiency, was a work that required more than ten years' time and which eventually resulted in the perfection of Rice's Gloss Mill White.



SHOWS THE NEW WITH THE OLD—very strikingly and truly compares results of "Barreled Sunlight" and old cold-water paint. Beam in foreground with its dingy scaling surface shows condition of room after continuous applications of cold-water paint. The scaling and flaking nuisance was permanently stopped by using "Barreled Sunlight," and a white tile-like surface secured.



An important step forward was thus taken. Mill owners were also enabled to coat the interiors of their plants with a tile-like finish, sanitary and dirt-resisting, without the danger of adding varnish to paint, and without fear of the yellowing so characteristic of lead and oil. At the same time its light reflecting qualities were so noticeable that the phrase, "Barreled Sunlight" was adopted.

The demand for "Barreled Sunlight" has proved so broad that numerous imitators have brought forth products which they call "mill whites." All of these are produced without the knowledge and experience which we have gained; and none of them are produced by the same process as Rice's Gloss Mill White, which is known only to us. These imitators seek ineffectually to duplicate our results by the old method of adding varnish to white paint, with its attendant dangers.





AUTOMOBILE FACTORY — Keen competition in the automobile industry demands perfect light, both in shops and assembling rooms. This great room is flooded with light in every part by "Barreled Sunlight," making possible more rapid and better work and closer inspection of product.



The "mill white" which provides the interior of a room with a white, light-reflecting, glossy finish that stays white longest is "Barreled Sunlight" — Rice's Gloss Mill White. It is the original "mill white," and standard, and there is no substitute. It made the reputation of the name "Mill White." The special process by which it is made cannot be used by any other paint manufacturer.

It possesses an enamel-like gloss, yet it has none of the disadvantages of varnish paints or enamels, which are necessarily brittle.

The jar of the heaviest machines will not crack its firm surface. It does not flake or scale.

It is an OIL paint yet does not yellow like ordinary oil paint.

As it does not drag, but flows freely, the labor-cost for applying is no more than that of ordinary oil paint.

It is germ-proof and non-poisonous.



FACTORY OFFICE — Note the soft perfect light here. Also, the inverted lighting system that owes its great value to the reflecting power of "Barreled Sunlight."



Tests by the Electrical Testing Laboratories of New York City show

19 to 36% MORE LIGHT

Its use means 19% to 36% more light — the percentage depending upon the condition of the ceilings and walls before painting. Tests of the highest scientific accuracy, made for us in February 1910 by the Electrical Testing Laboratories of New York City, have proved this beyond doubt.

Rice's Mill White reflects the rays of both natural and artificial light **THE GREATEST DISTANCE**. It lengthens the hours of daylight and increases plant efficiency at all times.

It possesses great covering power and intense body. Two coats will cover better than three of lead and oil, and it holds its pure white color far longer.





THE OLDEST COTTON MILL — More unfavorable lighting conditions would be hard to imagine. This is the oldest cotton mill in continuous operation to-day. The light supply comes only from kerosene lamps and small six-pane windows. Yet the glossy surface of "Barreled Sunlight" reflects available rays so well that machinery and operatives are completely lighted.



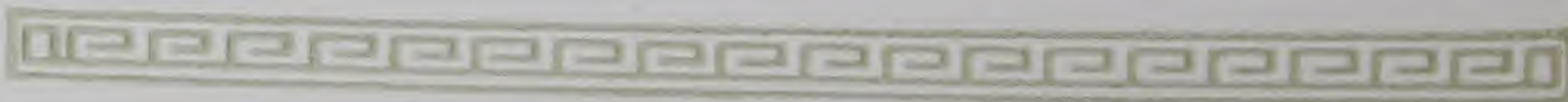
The difference between RICE'S and other so-called "mill whites"


The most convincing way to determine the difference between Rice's Mill White and all other so-called "mill whites" is by actual test.

When first applied imitation "mill whites" may appear as white and bright as Rice's — the Original Mill White. But, in the course of a few months, time reveals a great difference in quality. Rice's remains white longest and does not flake or scale.

The matter of yellowing is of vital importance as no white is permanent under all conditions, whether it be a white paint, or say, a white sheet of paper or linen collar, for absence of light yellows them after a time.

Only the inexperienced, or those who deliberately misrepresent, can guarantee without restrictions that a white paint will not yellow. Our process, however, removes the yellowing tendency and enables us to guarantee, after fifteen years' experience, that Rice's Mill White will remain white longer than any other gloss paint applied under the same conditions and at the same time.





What "Barreled Sunlight" will do for you

It will make your factory a "Barreled Sunlight" factory, which means increasing your daylight 19% to 36%.

It will help make your factory sanitary and germ-proof.

It will reflect every ray of both natural and artificial light over machinery and into far corners.

It will lengthen the hours of daylight and increase plant-efficiency at all times.

It will increase production for the same labor cost.

It will make possible greater accuracy in workmanship.

It will reduce number of accidents.

It will provide more cheerful surroundings and greater comfort for the workmen.


Smooth tile-like surface

"Barreled Sunlight" is as clean as it is bright. Its firm yet elastic surface will not crack or scale. It expands and contracts with temperature changes, maintaining its smooth surface despite mill vibration. It can be washed like a china dish.



If you will let us know your special conditions and the number of square feet of ceiling and wall space you have to cover, we will supply you with specifications as to the amount of paint you will need.

Paint your property with The Modern Paint.

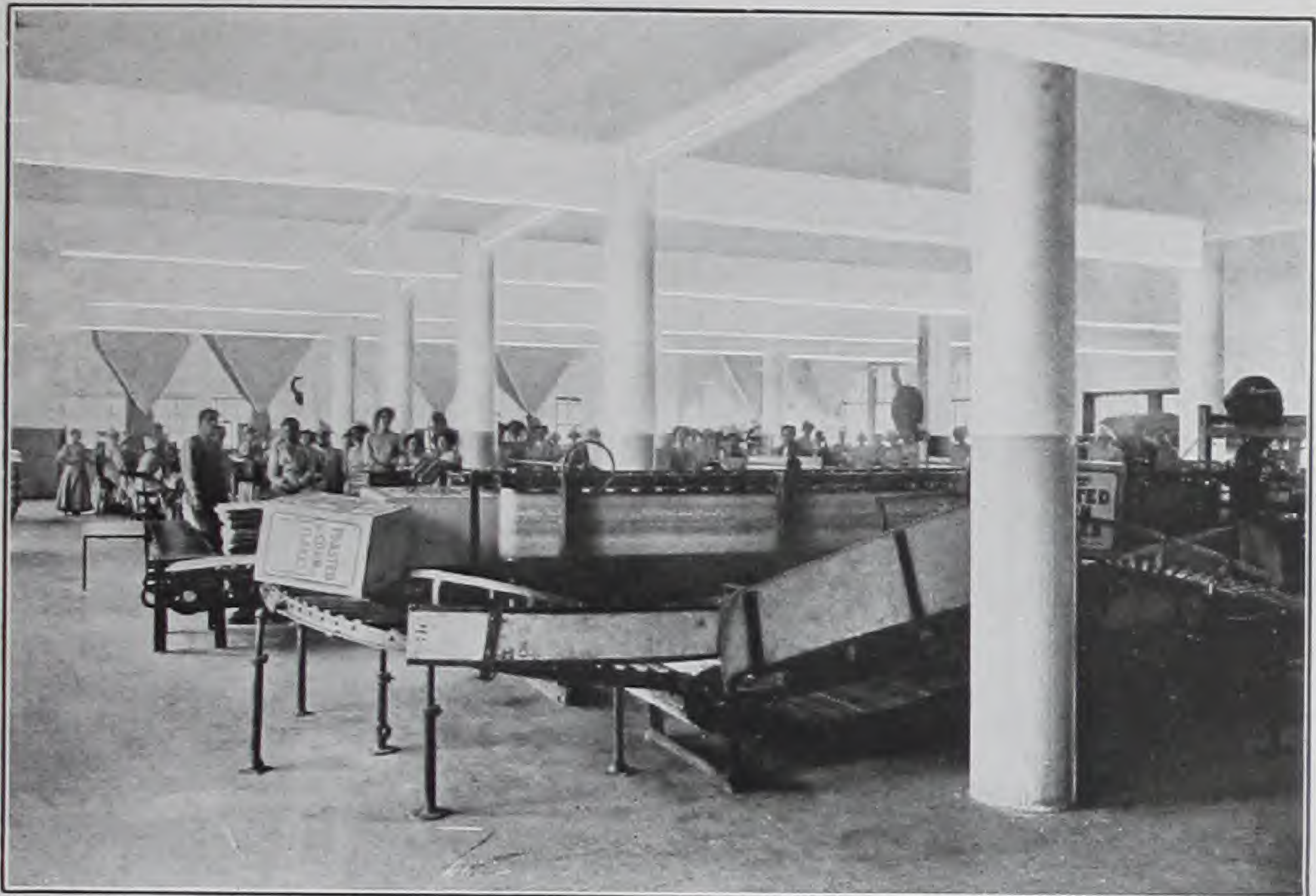




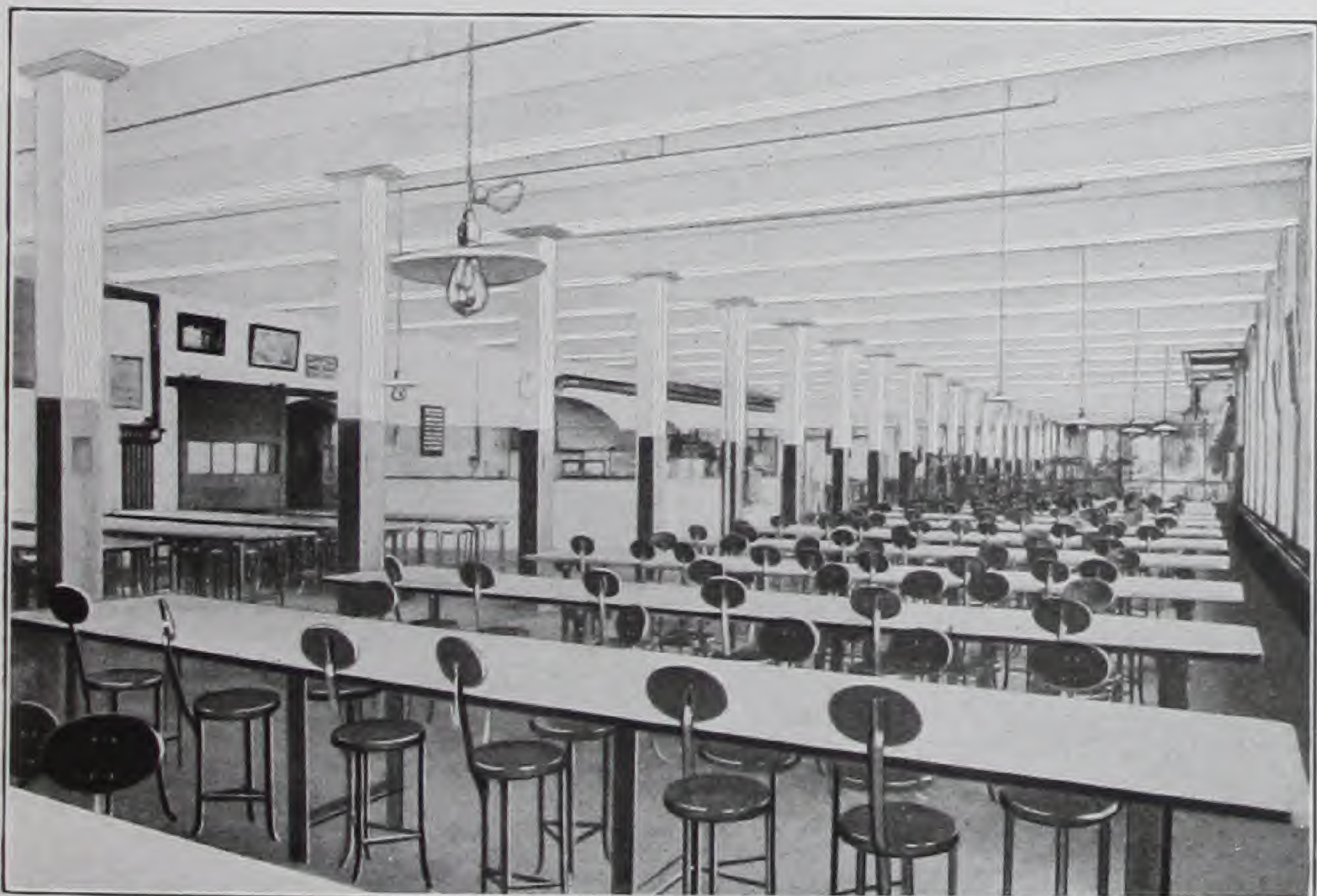
SPINNING ROOM — Yarn spun under these conditions is actually more sanitary than yarn spun in dark, badly lighted rooms. "Barreled Sunlight" on these ceilings and walls gives the highest value to every ray of light entering the windows.



EMPLOYEES ROOM — Too frequently the entrances for employees, storerooms, coat-rooms, etc., are considered as non-productive space and as such are poorly maintained. Brightness and cheerfulness among employees at all times are to-day considered valuable business assets and are promoted in this factory by "Barreled Sunlight."



BREAKFAST FOOD PLANT — This well-known concern has increased the efficiency of its lighting system and improved its sanitary conditions by using "Barreled Sunlight." The ceilings and walls have a white, tile-like finish of the highest light-reflecting power and one that can be washed and kept perfectly clean.



RESTAURANT — of a very large industrial plant. "Barreled Sunlight" gives cleanliness and cheerfulness to this room and makes it perfectly sanitary.




WELL-KNOWN USERS OF



"BARBELED SUNLIGHT"



HOME OF "BARRELED SUNLIGHT" — RICE'S GLOSS MILL WHITE — WHERE THE "MILL WHITE" IDEA ORIGINATED



The Rice Guarantee

If "Barreled Sunlight" does not remain white longer than any other gloss paint — applied at the same time and under the same conditions — we will give free, enough "Barreled Sunlight" to repaint the job with one coat. We guarantee also, that, properly applied, "Barreled Sunlight" will not flake or scale.

You cannot lose under this guarantee.

Send for "The Rice Method Specifications"

Architects' and Engineers' Specifications for the painting of various interior surfaces in mills and other industrial buildings with "Barreled Sunlight." By following them, "Barreled Sunlight" can be applied over any new or old interior surface.

Rice's Granolith for Concrete

On concrete surfaces, Rice's Granolith makes an ideal primer, retarding the progress of moisture in the wall.

It is a tough and elastic permanent finish for concrete walls; becomes a part of the cement to which it is applied.

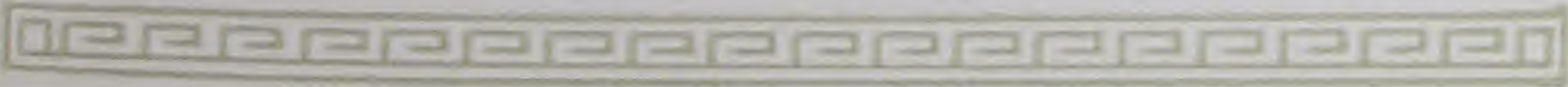
One coat is sufficient unless a gloss is desired. It makes the best possible primer on inside concrete and brick for a second coat of "Barreled Sunlight"—Rice's Mill White Paint, giving a tile-like enamel finish at no more expense than lead and oil paint.


For Office Interiors

Rice's Mill White is also made in "egg shell gloss" and "flat" finishes.

How "Barreled Sunlight" is sold

"Barreled Sunlight" is sold by the barrel, half-barrel, five gallon kit, gallon, half-gallon and quart pails.





Where "Barreled Sunlight" has been used

It not only enjoys a large market throughout the United States and Canada, but also in Java, China, Japan, Denmark, India, Australia, and the Hawaiian Islands.


Over 4,000 factories are enthusiastic users of this famous mill white.

There is a far wider use for "Barreled Sunlight" — Rice's Gloss Mill White than simply in factories and in industrial plants. It has been sold to other lines of industry with great satisfaction to the users. The modern demands for sanitary conditions under which, for instance, food products are made, bring out its value because it is non-poisonous and sheds dust and dirt, and is washable.

Hence its use in:

Food Product Plants
Automobile Factories
Textile Mills
Breweries
Railroad Companies
Machine Shops
Paper Manufacturing Plants
Rubber Goods Plants
Public Service Corporations
Packing Houses
Dairies
Creameries
Laundries
Office Buildings
Department Stores
Groceries

Butcher Shops
Apartment Houses
Institutions
Hotels
Restaurants
Hospitals
Large Kitchens
Power Plants
Garages and Service Stations
Light Shafts
Elevator Shafts
Lavatories
Steamships
Printing Plants
Bleacheries
Dye Houses







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RICE'S MILL WHITE

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